

MiQ

NOT ALL CTV IS CREATED EQUAL

Get the most value from
your investment in CTV



WE'VE ENTERED THE STREAMING ERA

38% of all US TV content consumption is viewed on streaming, compared to 21% on broadcast.*

So it's time for marketers to take a different approach to buying Connected TV.

CTV is unique, and can't be treated like linear TV. That means you won't achieve the results you need by focusing solely on "premium" networks, apps or channels.

CHALLENGES WITH DIRECT PREMIUM CTV BUYING...

CONSTANTLY SHIFTING AUDIENCES

30% of consumers have shifted towards free ad supported streaming TV apps (FASTs), and the average household uses 7+ apps regularly.

DUPLICATION & WASTE

A siloed approach to buying creates waste, as 80% of your ads could be shown to just 20% of your audience.

LOWER PERFORMANCE

Reach-based strategies are proven to be 5x less effective at driving conversions compared to audience targeting.

LACK OF TRANSPARENCY

Your "premium" direct buy might be delivering up to 90% of impressions to FAST or digital pure-play apps anyway!

1. START AT THE END

Ask yourself: what is my ultimate business goal? Is it to engage a specific audience, achieve vast reach or drive incremental actions like site visits or purchases? No matter the goal, your CTV plan should account for it.

ASK YOUR PARTNER

How do you determine the CTV app mix that will best hit my objective?

2. TARGET YOUR ACTUAL AUDIENCE, NOT JUST CONTENT

An individual isn't necessarily a gardener just because they watch a gardening show - so a content-based targeting strategy isn't enough. You'll achieve better results by focusing on targeting your brand's actual audience.

ASK YOUR PARTNER

Can you connect my CRM or website data to your targeting capabilities?

3. EMBRACE FREE APPS FOR THE RIGHT STRATEGY

With more and more saturation in the subscription market, the audience of free apps is increasingly similar to "premium" CTV. In fact, our research shows that free apps have been 3x better at driving actions like product searches. The right mix across app types is important.

ASK YOUR PARTNER

What % of my campaign is being delivered on free or digital pureplay apps vs. CTV apps?

4. FOCUS ON VALUE, NOT PRICE

If you're paying the lowest price, you're likely getting the lowest quality spots. Networks practice bundling techniques to improve their margin.

ASK YOUR PARTNER

Do you provide transparent reporting down to the app and genre my campaigns are delivering on?

For a better approach to your CTV campaigns, reach out to your MiQ representative or contact us at wearemiq.com/contact

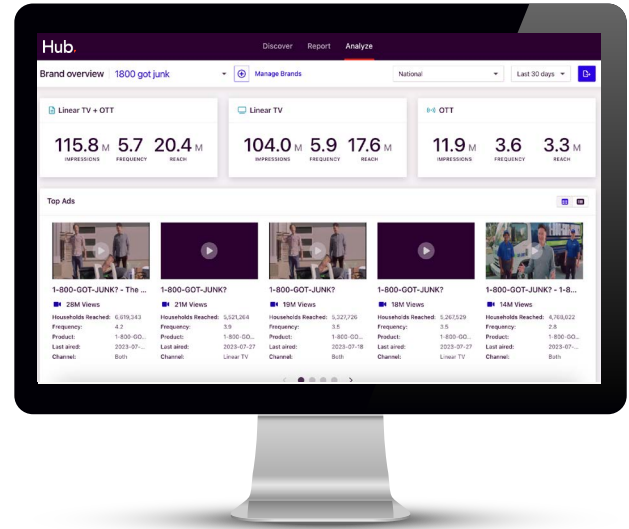
THE MiQ DIFFERENCE FOR YOUR CTV BUYS

Buy your CTV with MiQ and you'll achieve better campaign performance.

TV INTELLIGENCE FROM THE LARGEST, MOST DIVERSE VIEWERSHIP DATASET

Our TV Intelligence tool connects your target audience to viewing behavior from over **60MM devices and 43MM households**

- Increase campaign reach by finding underexposed audiences.
- Understand where your competitor's ads are showing for better conquering.
- Reach your specific audience by connecting brand affinity or your CRM.



Date	CTV App Name	CTV Network Genre	Impressions	Conversions	Spend (USD)	VCPR%	CPM (USD)
Total	-	-	515,449	-	19,079.21	96.97%	29.25
2023-09-27	Falkony	Comedy	2	-	0.04	100%	18.867
2023-09-27	Dual X	Science Fiction	1	-	0.02	100%	18.867
2023-09-27	USA All Star	Sports	19	-	0.18	80%	18.867
2023-09-27	Haystack TV Local & World News - Fi	News	20	-	0.38	95%	18.867
2023-09-27	Real Madrid TV	Sports	1	-	0.02	100%	18.867
2023-09-27	AAC - Stream TV Shows & Movies	Entertainment	19	-	0.28	100%	18.867
2023-09-27	Lifetime	Entertainment	6	-	0.11	100%	18.867
2023-09-27	SNEWS With Arkansas-PT Smith	News	1	-	0.02	100%	18.867
2023-09-27	Logo TV	Entertainment	1	-	0.02	100%	18.867
2023-09-27	EsenciaTV - TV en Español	Entertainment	1	-	0.02	100%	18.867
2023-09-27	CHN Breaking US & World News	News	19	-	0.36	76.95%	18.867
2023-09-27	FluSports	Not Available	56	-	1.06	98.21%	18.867
2023-09-27	Bravo	Entertainment	2	-	0.04	100%	18.867
2023-09-27	AsianCrush - Movies & TV	Entertainment	1	-	0.02	100%	18.867
2023-09-27	Heroes and Icons	Entertainment	2	-	0.04	100%	18.867
2023-09-27	ESPN	Sports	19	-	0.26	76.95%	18.867
2023-09-27	Samsung TV Channels	Entertainment	195	-	3.68	99.89%	18.867
2023-09-27	Hallmark Channel	Entertainment	6	-	0.11	100%	18.867

TRANSPARENT, CURATED CROSS-PLATFORM SUPPLY

We continuously analyze and categorize over 7,000 app bundles to ensure we can target with better accuracy, scale and quality.

Access our transparent reporting to see the exact apps and genres your campaign is delivering on.

ADVANCED TRADING AND OPTIMIZATION

We apply our award-winning programmatic expertise and principles to TV, including:

- Pre-bid verification and automatic category exclusion for brand safety and fraud prevention.
- CTV and OTT supply path optimization across 7 DSPs for optimal reach and frequency.
- Automated best practices on campaign set up from day zero.



To get started with our CTV solutions, speak to your MiQ representative or reach out to us at wearemiq.com/atv